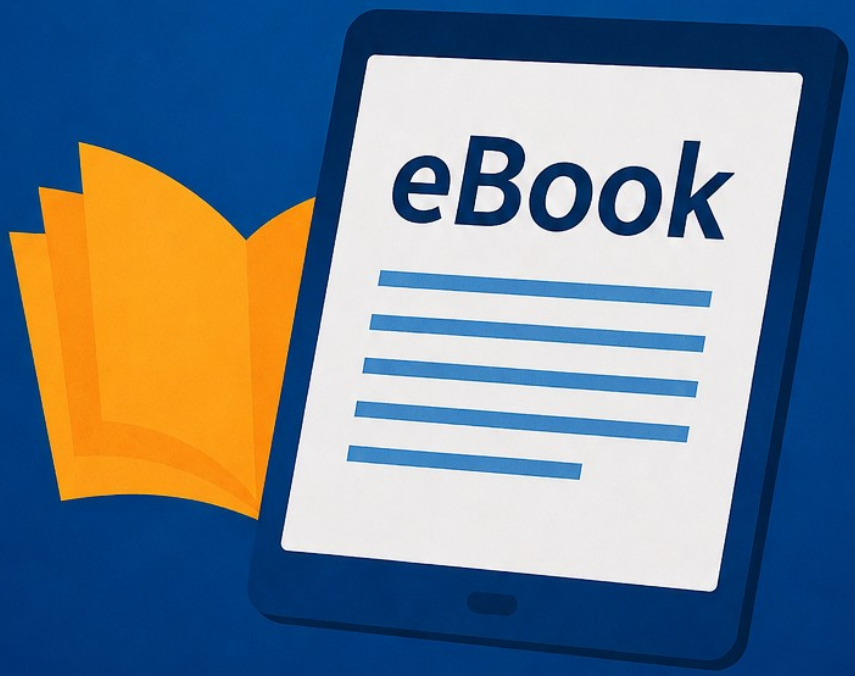
THE eBOOK PUBLISHER'S HANDBOOK

A Complete Guide to Distribution, Databases, Author Profiles, Reviews, and ISBN Management for Independent Authors



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The eBook Publisher’s Handbook

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Chapter 1: Introduction to the Digital Book World

1.1 The Rise of Digital Publishing

Over the past two decades, digital publishing has transformed the way books are created, distributed, and consumed. What began as a technological experiment in the early 2000s has now become a mainstream format preferred by millions of readers worldwide.

With the growth of smartphones, tablets, and e-readers, digital books—or eBooks—have made reading more accessible than ever. Today, readers can instantly purchase, download, and read a book from anywhere in the world, while authors can publish and distribute their works globally without needing a traditional publisher.

Digital publishing has opened the doors for independent writers and small publishers to reach a global audience, allowing anyone with a story or knowledge to share it professionally.

1.2 What Is an eBook?

An eBook (electronic book) is a digital version of a printed book, formatted for reading on electronic devices. It can include text, images, hyperlinks, and even interactive elements such as audio or embedded videos.

Unlike print books, eBooks are stored and shared as files—most commonly in formats such as EPUB, MOBI, or PDF.

- **EPUB:** The industry standard, accepted by most platforms like Google Play Books, Apple Books, and Kobo.
- **MOBI:** A format previously used by Amazon Kindle (now replaced by KPF and EPUB).
- **PDF:** A static format, best for layout-heavy content but less flexible on small screens.

Understanding these formats is essential before publishing, as different stores may have unique requirements.

1.3 The Benefits of eBook Publishing

eBook publishing provides authors with numerous advantages:

1. Global Reach: Your book can reach international readers instantly through digital platforms.

2. Low Production Costs: Unlike print books, there are no printing, storage, or shipping costs.

3. Creative Freedom: Authors control their pricing, cover design, and release schedule.

4. Quick Updates: Errors or outdated information can be fixed easily by uploading a new version.

5. Data Insights: Distributors and platforms often provide sales reports and analytics, helping authors understand their audience better.

For new writers, digital publishing is often the best way to enter the book market and build an author presence.

1.4 Understanding the Digital Publishing Ecosystem

The digital publishing ecosystem consists of several key players working together:

- **Authors:** Create and own the intellectual content.
- **Distributors:** Platforms like Draft2Digital, Smashwords, or PublishDrive that deliver eBooks to major stores.
- **Retailers:** Online stores such as Amazon Kindle, Google Play Books, Apple Books, and Kobo that sell eBooks to readers.
- **Databases and Libraries:** Cataloging platforms like Google Books, Open Library, or WorldCat where books are indexed for discovery.
- **Review Platforms:** Websites such as Goodreads or LibraryThing where readers rate and review books.

Each plays a unique role in your eBook’s visibility, sales, and reputation. A professional author must understand how to interact with each part of this system.

1.5 Why Authors Should Learn About Distribution and Metadata

Publishing an eBook isn’t just about uploading a file. Success depends heavily on metadata—the information that defines your book, such as title, author name, ISBN, keywords, and description.

Good metadata improves visibility in search engines and store algorithms. For example, well-optimized metadata helps readers find your book when they search for specific topics or genres.

Distribution knowledge is equally important. Choosing the right distributor and ensuring accurate metadata can make the difference between a book that disappears into the crowd and one that reaches thousands of readers.

1.6 The Author’s Role in the Digital Era

In traditional publishing, the publisher handled distribution, marketing, and metadata. In the digital era, authors are their own publishers. This means learning the technical and marketing aspects of eBook publishing is as important as writing the book itself.

Modern authors must:

- Understand how eBook platforms work.
- Manage their author profiles across multiple platforms.
- Track sales and reviews.
- Maintain consistency in their public information.

This eBook will guide you step-by-step through these processes, helping you not only publish but also manage your author identity effectively.

1.7 Summary

The digital publishing world is full of opportunities for independent authors. Understanding how eBooks work, who the key players are, and what tools exist will set the foundation for success.

In the next chapter, we’ll explore one of the most essential concepts in the publishing world—eBook distribution—and learn how it connects your book to major global platforms.

Chapter 2: Understanding eBook Distribution

2.1 What Is eBook Distribution?

eBook distribution is the process of delivering your digital book to online retailers, libraries, and databases where readers can discover, purchase, or download it. In simple terms, it’s how your eBook travels from your computer to the hands of your audience.

When you publish an eBook, you can either:

1. **Upload it directly** to each retailer (self-distribution), or

2. **Use a distribution service** (aggregator) that sends it to multiple platforms for you.

The choice depends on your goals, technical skills, and how widely you want your eBook to be available.

2.2 How eBook Distribution Works

The distribution process follows a general pattern across platforms:

1. **Upload and Format:** You upload your manuscript and cover (usually in EPUB or PDF format).

2. **Add Metadata:** You include title, author name, ISBN, description, categories, and keywords.

3. **Choose Stores:** You select which retailers or regions will receive your book.

4. **Set Pricing and Rights:** You decide the retail price, territories, and currency.

5. **Distribution:** The distributor or retailer sends your eBook to their partnered stores.

6. **Publication and Updates:** Once approved, your eBook appears online within 24–72 hours.

If you make changes (such as editing the description or fixing errors), the distributor re-uploads those updates automatically to all connected stores.

2.3 Self-Distribution vs. Aggregator Distribution

Both methods can lead to success, but they serve different types of authors.

A. Self-Distribution

Self-distribution means uploading your eBook manually to each retailer's platform (such as Amazon KDP, Google Play Books, Apple Books, and Kobo Writing Life).
Pros:

- Full control over pricing and royalties.
- Direct access to each retailer's dashboard and analytics.
- Faster updates and better promotional options.

Cons:

- Time-consuming (you must upload and manage multiple accounts).
- More technical knowledge required.
- Payment management across multiple portals.

B. Aggregator Distribution

An aggregator (also known as an eBook distributor) acts as a middleman that sends your book to many stores at once. Examples include:

- Draft2Digital
- Smashwords (now merged with D2D)
- PublishDrive
- StreetLib
- BookBaby

Pros:

- One upload reaches many stores.
- Simplified payment and reporting.
- No need to manage multiple logins.

Cons:

- Small commission deducted from royalties.
- Limited control over promotions or metadata timing.

2.4 How Royalties and Pricing Work

Each store has its own royalty structure. Typically:

- Amazon KDP: 35% or 70% depending on price range and region.
- Google Play Books: 70% royalty rate for most countries.
- Apple Books: Flat 70% rate with no delivery fees.
- Kobo Writing Life: 45%–70% depending on price and region.

Aggregators usually take a 10–20% commission on your net royalties for distributing your book.

For example:
If your eBook sells for $4.99 on Apple Books, you might receive:

- $3.49 (70%) directly, or
- Around $2.80 through an aggregator after commission.

Choosing between direct publishing and using an aggregator depends on your preference for convenience vs. control.

2.5 Global Distribution and Regional Access

One of the biggest advantages of eBook publishing is global reach.
Your book can appear in online stores in the United States, Europe, Asia, and Africa simultaneously.

However, not all distributors have the same reach.
For example:

- Draft2Digital covers stores like Apple Books, Kobo, Barnes & Noble, Tolino, and libraries.
- PublishDrive supports global stores including Chinese and Indian retailers.
- Google Play Books is available in over 70 countries but requires manual upload.

Always review a distributor’s store list to confirm your eBook’s international availability before uploading.

2.6 Understanding Distribution Rights and Territories

During distribution, you'll be asked to confirm your territorial rights—the countries where you own the rights to sell your eBook.
If you are the sole author and copyright owner, you can select "**Worldwide rights.**"

However, if your work has previously been published under a contract, make sure you have permission to distribute digitally. Violating rights can lead to removal or penalties.

2.7 Managing Updates and Revisions

One major benefit of eBooks is flexibility. You can update your book anytime. Common updates include:

- Fixing spelling or formatting errors.
- Adding a new cover or subtitle.
- Changing the price or metadata.
- Adding links to your website or new releases.

Most distributors automatically push updates to every connected retailer, ensuring your book remains accurate and professional.

2.8 Common Distribution Mistakes to Avoid

Many new authors make mistakes that can limit their eBook’s success. Avoid these pitfalls:

1. **Incomplete Metadata:** Missing ISBNs, incorrect author names, or poor descriptions reduce visibility.

2. **Unprofessional Formatting:** Always preview your eBook on multiple devices before publishing.

3. **Duplicate Uploads:** Uploading the same eBook to both an aggregator and directly to a retailer can cause conflicts.

4. **Ignoring Updates:** Outdated versions can confuse readers and harm your brand.

5. **Pricing Errors:** Setting a price too high or too low can affect royalties and sales ranking.

2.9 The Future of eBook Distribution

The eBook distribution landscape continues to evolve. Subscription-based models (like Kindle Unlimited, Scribd, and Kobo Plus) are reshaping how readers access books.
Some distributors now offer AI-powered recommendations, global translations, and royalty tracking tools.

Authors who stay informed about these advancements will maintain a competitive edge in the market.

2.10 Summary

eBook distribution is the bridge between your writing and your readers. Understanding how it works—along with choosing the right distributor, managing metadata, and maintaining updates—ensures your book gains maximum reach and professionalism.

In the next chapter, we’ll dive deeper into how to choose the right eBook distributor, comparing popular platforms and explaining how to select the one that fits your goals and budget.

Chapter 3: Choosing the Right eBook Distributor

3.1 Introduction

Choosing the right eBook distributor is one of the most important decisions you'll make as an independent author.
A good distributor not only connects your book to leading digital stores but also ensures that your metadata, royalties, and updates are handled efficiently.

The ideal choice depends on your publishing goals—whether you prioritize global reach, higher royalties, convenience, or specific store access.

3.2 Understanding eBook Distributors

An eBook distributor (also known as an aggregator) is a company that acts as an intermediary between you—the author—and multiple online bookstores, libraries, and retailers.
Instead of uploading your book separately to every store, you can upload it once to a distributor, who then sends it to all connected platforms.

Common examples include Draft2Digital, PublishDrive, StreetLib, and BookBaby.

Distributors handle:

- File conversion (e.g., from DOCX or PDF to EPUB)
- Metadata management
- Royalties and payment consolidation
- Distribution to global stores and libraries

3.3 Why Choosing the Right Distributor Matters

Not all distributors serve the same purpose. The wrong choice can lead to:

- Limited platform access
- Lower royalties
- Slow updates
- Poor metadata management

The right distributor simplifies your workflow, increases your reach, and ensures your eBook is delivered professionally to all major retailers.

3.4 Key Factors to Consider When Choosing a Distributor

When evaluating distributors, consider the following key factors:

1. Distribution Reach

Check which retailers, libraries, and countries your distributor supports.
For example:

- Some distributors deliver to Amazon, while others don’t.
- Some specialize in library distribution (like OverDrive or Bibliotheca).
- Global distributors like PublishDrive reach Asian and European markets that others miss.

2. Royalties and Fees

Understand how the distributor handles payments.

- Some charge commission per sale (e.g., 10–20%).
- Others charge monthly or annual fees. Compare royalty rates carefully before committing.

3. File and Format Support

Make sure your distributor supports EPUB (the preferred format for most stores).
Some platforms provide free file conversion, while others expect you to upload a ready EPUB.

4. Payment Options

Check if the distributor supports your country’s payment method (e.g., PayPal, bank transfer, Wise).
International authors should confirm currency options to avoid conversion losses.

5. Customer Support and Transparency

Good distributors provide clear dashboards, fast response times, and transparent royalty reporting.
Reliable communication is crucial, especially when resolving publishing delays or metadata errors.

6. Marketing Tools

Some distributors include promotional features, such as:

- Custom store pages
- Library promotions
- Newsletter features
- Preorder setup and price discounts

3.5 Overview of Popular eBook Distributors

Below is a summary of the most widely used eBook distributors and what makes them unique.

1. Draft2Digital (D2D)

- **Best for:** Beginners and intermediate authors
- **Reach:** Apple Books, Barnes & Noble, Kobo, Tolino, Smashwords Store, libraries (OverDrive, Bibliotheca, BorrowBox)
- **Fees: Free to upload;** takes ~15% of net royalties
- **Features:**
- Free automatic file conversion
- Universal Book Links
- Library distribution
- Excellent dashboard and support
- **Drawback:** Doesn’t distribute to Google Play Books directly

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2. PublishDrive

- **Best for:** Global reach and professional authors
- **Reach:** Over 400 stores worldwide, including China, India, and regional platforms

- **Fees:** Subscription model (monthly fee instead of commission)
- **Features:**
  - Global distribution
  - Royalty analytics
  - AI-based marketing tools
  - Promotional opportunities
- **Drawback:** Monthly fees can be high for new authors

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3. StreetLib

- **Best for:** Authors targeting international audiences
- **Reach:** Global, with strong European and Latin American presence
- **Fees:** Takes 10% commission per sale
- **Features:**
  - Multi-language support
  - Print-on-demand options
  - Detailed reporting tools
- **Drawback:** Interface can be complex for beginners

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4. BookBaby

- **Best for:** Authors who want full publishing services
- **Reach:** Amazon, Apple Books, Kobo, Barnes & Noble, and libraries
- **Fees:** One-time setup fee; no ongoing commission
- **Features:**
  - Professional design and editing services
  - Print-on-demand option
  - ISBN and distribution package
- **Drawback:** Higher upfront cost compared to other aggregators

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5. Smashwords (Now part of Draft2Digital)

- **Best for:** Established indie authors with library focus
- **Features:**
  - Strong presence in libraries and smaller retailers
  - Coupons and marketing options
  - Integrated marketplace (Smashwords Store)

3.6 Direct Publishing vs. Aggregator Use

Some major platforms (like Amazon KDP, Google Play Books, and Kobo Writing Life) allow direct publishing without needing an aggregator.
Many authors combine both strategies—uploading directly to key stores while using an aggregator for the rest.

Recommended strategy:

- Upload directly to: Amazon KDP, Google Play Books, Kobo Writing Life
- Use a distributor (e.g., Draft2Digital) for: Apple Books, Barnes & Noble, libraries, and global stores

This hybrid approach maximizes control, reach, and royalties.

3.7 Comparing Royalties and Features (Simplified Table)

Distributor	Fees	Royalties
Draft2Digital	Free, 15% cut	70–85% net
PublishDrive	Monthly fee	100% of store royalties
StreetLib	10% cut	90% of net
BookBaby	Setup fee	100% of net
Smashwords	Free	85% net

+

Reach	Best For
Major stores + libraries	Beginner-friendly
400+ stores	Global authors
Worldwide	Multi-language support
Premium stores	Professional packages
Libraries + Smashwords Store	Established authors

3.8 How to Choose the Right Distributor for You

Ask yourself the following before making a decision:

1. Do you want to pay upfront or share royalties?

2. Do you prefer global reach or focus on major English-language stores?

3. Will you publish multiple books (series authors benefit more from aggregators)?

4. Do you have time to manage multiple platforms manually?

5. Does your chosen distributor support your country’s payment methods?

Once you have clear answers, select the platform that matches your publishing plan.

3.9 Registering with Your Chosen Distributor

The registration process is generally straightforward:

1. Create an account using your legal name and verified email.

2. Upload your book files (manuscript and cover).

3. Enter your metadata and pricing details.

4. Add your tax and payment information.

5. Review and confirm the distribution terms.

After submission, your book usually appears in stores within 24–72 hours.

3.10 Summary

Choosing the right distributor is a crucial step toward successful eBook publishing. A reliable distributor ensures your book reaches global markets, maintains accurate metadata, and delivers royalties smoothly.

For most independent authors, Draft2Digital or PublishDrive offer the best balance of reach and convenience. However, always review each option based on your personal publishing goals.

In the next chapter, we’ll explore eBook databases and indexing platforms—where your book’s metadata is stored, discovered, and verified for public access.

Chapter 4: eBook Databases and Indexing Platforms

4.1 Introduction

Once your eBook is published and distributed, it doesn’t only appear in online stores —it also becomes part of various databases and indexing systems.
These platforms serve as global catalogs that store information about books, making them searchable for readers, librarians, researchers, and retailers.

Understanding how eBook databases work—and how to get listed in them—can significantly increase your book’s visibility and professional credibility.

4.2 What Is an eBook Database?

An eBook database is a digital catalog that stores metadata (information) about books and their authors.
Metadata typically includes:

- Title
- Author name
- ISBN
- Publisher
- Publication date
- Description or summary
- Category and keywords
- Links to purchase or preview

Unlike eBook stores that focus on selling, databases focus on archiving and indexing —ensuring your book can be discovered across educational, library, and literary networks.

4.3 Why eBook Databases Are Important

Getting your book listed in major databases provides several benefits:

1. Increased Visibility: Readers and institutions can find your eBook even outside retail stores.

2. Professional Credibility: Databases verify your authorship and publication details, helping you appear more authentic.

3. Library Access: Many public and university libraries use databases to decide which books to acquire.

4. Search Engine Optimization (SEO): Indexed books are often found through Google search results.

5. Cross-Platform Linking: Databases connect your eBook to your author profiles, social pages, and other titles.

In short, databases make your eBook part of the official record of published works.

4.4 Key eBook Databases and Indexing Platforms

Here are the most important eBook databases that authors should know and, when possible, claim or get listed in.

1. Google Books

- Website: books.google.com
- Purpose: A massive catalog that scans and indexes books, allowing users to preview or read them digitally.
- Listing Method:
- Automatically indexed if your book is published via Google Play Books.
- You can also submit through Google Books Partner Center.
- Benefits:
- Increases your book’s visibility on Google Search.
- Helps with search engine results using your ISBN or title keywords.

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2. Open Library

- Website: openlibrary.org

- Purpose: A public digital catalog run by the Internet Archive, aiming to create “one web page for every book ever published.”

- Listing Method:

- Many books are automatically listed if they have an ISBN.

- Authors can create an account and edit or claim their book entry.

- Benefits:

- Global exposure in academic and library circles.

- Readers can borrow digital copies through affiliated libraries.

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3. WorldCat

- Website: worldcat.org
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- Purpose: The world’s largest library catalog, connecting over 10,000 libraries worldwide.
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- Listing Method:

- Your book is usually listed automatically if it has an ISBN and is distributed to library networks (like OverDrive or Bibliotheca).

- Benefits:

- Increases chances of your book being available in physical or digital libraries.

- Strengthens your credibility as a recognized author.

4. Goodreads

- Website: goodreads.com
- Purpose: The world’s largest social cataloging site for readers and authors.
- Listing Method:
- Books published through Amazon or distributors like Draft2Digital usually appear automatically.
- You can also add your book manually and claim your Goodreads Author Profile.
- Benefits:
- Reader reviews and ratings boost social proof.
- Provides community interaction through groups, Q&A, and updates.

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5. LibraryThing

- Website: librarything.com
- Purpose: A cataloging and book community platform used by libraries and readers.
- Listing Method:

- Automatic import through ISBN.
- Authors can register and manage their profiles.

- Benefits:
- Exposure among avid readers and librarians.
- Supports both eBooks and print books.

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6. Internet Archive

- Website: archive.org
- Purpose: A nonprofit digital library preserving digital content, including books, music, and websites.

- Listing Method:
- You can upload your own book file (EPUB or PDF) with metadata.

- Benefits:
- Preserves your book for long-term access.
- Ideal for public domain or educational releases.

4.5 Specialized Databases for Professional Authors

Some databases are designed specifically for professionals and institutions. Listing your work there increases authenticity and verification.

- ISBN Registries: Automatically list your book when you purchase an ISBN from an official agency.
- ISNI (International Standard Name Identifier): Assigns you a unique author identity number.
- VIAF (Virtual International Authority File): Connects your author name across global library catalogs.
- MusicBrainz and IMDb: For authors who also create music or multimedia content.

These databases help platforms like Google Knowledge Panels verify that your author identity is legitimate.

4.6 How to Get Listed or Claim Your Entry

Here’s a general process for claiming your book’s entry in most databases:

1. Search your book by title or ISBN on the database.

2. Check if it already exists. If yes, claim or edit it using your account.

3. If not listed, create a new entry by providing:

- Title, author, ISBN, and publication date
- Description and categories
- Cover image and links to retailers

4. Submit and verify ownership via email or metadata proof (like your distributor account).

Always use consistent author names and the same ISBN to avoid duplicate listings.

4.7 Maintaining Accurate Metadata Across Databases

Once listed, ensure your information is consistent everywhere.
Keep these elements identical:

- Author name and spelling
- Book title and subtitle
- Publication date
- ISBN
- Cover image

Inconsistent details can confuse databases and reduce visibility in search engines.
You can use your distributor’s dashboard or a spreadsheet to track where your book is listed and what information is displayed.

4.8 How Databases Improve SEO and Author Discovery

When your eBook is indexed in databases like Google Books, Open Library, and Goodreads, search engines recognize it as a verified publication.
This helps your book:

- Appear in Google search results (especially for ISBN and title keywords).
- Be connected to your author name in the Google Knowledge Panel.
- Gain backlinks to your website and social media profiles.

In short, database listings are essential for long-term discoverability and reputation building.

4.9 Common Issues and How to Fix Them

1. **Duplicate Entries**: Contact the database support team to merge or delete duplicates.

2. **Wrong Author Attribution**: Use the “Report” or “Claim” feature to correct the information.

3. **Missing Cover or Metadata**: Edit your entry manually or through your distributor.

4. **ISBN Conflicts**: Ensure that each format (eBook, paperback, audiobook) has a unique ISBN

4.10 Summary

eBook databases are vital for every professional author. They ensure your work is properly cataloged, searchable, and connected to your verified identity. Listing your eBook in these platforms not only boosts your credibility but also enhances your visibility across global digital networks.

In the next chapter, we’ll discuss eBook review and discovery platforms—how to get your eBook reviewed, build reader trust, and use reviews to strengthen your reputation.

Chapter 5: eBook Review and Rating Platforms

5.1 The Power of Reader Reviews

Reader reviews are one of the most influential factors in an eBook’s success. Reviews help potential readers decide whether your book is worth their time and money. In fact, many readers rely on reviews more than professional critics.

Positive feedback builds credibility and visibility, while constructive criticism can help authors understand their audience’s preferences and improve future works.

In digital publishing, reviews are marketing tools. A well-reviewed book tends to rank higher in online stores, appear in “recommended” sections, and attract new readers through word of mouth.

5.2 Why Reviews Matter for Authors

Here are key reasons every author should prioritize collecting reviews:

1. **Social Proof**: Readers trust other readers. Honest feedback builds credibility.

2. **Algorithmic Boost**: Many platforms, including Amazon and Google Play Books, promote books with consistent positive engagement.

3. **Improved Discoverability**: Reviews can help your book appear in genre-specific lists or recommendation systems.

4. **Author Insights**: You can identify what readers liked—or didn’t—about your writing, structure, or storytelling.

5. **Long-Term Reputation**: Over time, a book with steady reviews creates a lasting presence across multiple platforms.

5.3 Major eBook Review and Rating Platforms

Let’s explore the most popular online platforms where readers share reviews and authors can manage their profiles:

1. Goodreads

- Owned by Amazon, Goodreads is the largest book community platform.
- Readers can rate books (1–5 stars), write detailed reviews, and add books to custom lists.
- Authors can create or claim a Goodreads Author Profile to engage with readers, share updates, and link their website or blog.
- A verified author profile also allows posting Q&A updates and linking to retail pages.

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2. LibraryThing

- A reader-focused cataloging and review website similar to Goodreads.
- Great for authors of niche genres or independent works.
- Offers author pages and allows adding metadata manually for self-published titles.

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3. Google Books

- Google Books allows users to preview pages and rate books directly from search results.
- Ratings here contribute to Google’s visibility system, affecting how often your book appears in search.
- If your eBook is listed through your publisher, distributor, or ISBN registration, reviews may appear automatically once public.

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4. Amazon Kindle Reviews

- One of the most critical review sections for any book sold on Amazon.
- Reviews influence both sales and internal ranking algorithms.
- Verified purchase reviews carry more weight than general comments.
- Authors cannot respond directly to reviews but can take feedback into consideration for updates.

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5. BookBub

- A platform known for book recommendations and eBook promotions.
- Readers can follow authors, rate books, and discover deals.
- Once your book is available on major stores, it may automatically appear on BookBub, allowing you to claim your author profile.

6. Reedsy Discovery

- A review site for independent authors.
- Authors can submit their eBooks for professional reviews before or after publication.
- Helps build early credibility for debut authors.

5.4 How to Encourage Readers to Leave Reviews

Getting reviews naturally takes time. Here are professional, ethical ways to encourage feedback:

- Include a short note at the end of your eBook asking readers to share their honest opinions.
- Engage on social media and ask your followers to review after reading.
- Offer review copies to book bloggers or reviewers who focus on your genre.
- Avoid paid or fake reviews—these can damage your reputation and violate platform rules.
- Respond positively to constructive criticism. Readers respect authors who listen.

5.5 Managing Reviews and Feedback

Professional authors view feedback as part of their growth. Here’s how to manage reviews effectively:

1. Track reviews across multiple platforms using tools like Google Alerts or manual checks.

2. Identify patterns: Repeated feedback on pacing, grammar, or theme may indicate what to adjust in future editions.

3. Maintain professionalism: Never argue with reviewers online. Respond only through neutral updates or improvements in your work.

4. Celebrate milestones: Positive reviews can be quoted on your website, press releases, or social media (with attribution).

5.6 Building Long-Term Credibility

Consistency in engagement and transparency builds trust. Readers remember authors who interact genuinely with their audience. Over time, your review history becomes a digital legacy—a record of your relationship with readers.

Authors who nurture this relationship tend to see:

- Increased repeat readership.
- Better pre-orders for future releases.
- More organic growth in search results and social mentions.

5.7 Summary

Reviews are not just opinions—they are opportunities. They shape your reputation, improve discoverability, and attract future readers. Learning how to use review platforms effectively is an essential part of your eBook marketing strategy.

In the next chapter, we’ll explore another crucial topic: Claiming and managing your author profiles on different publishing and review platforms.

Chapter 6: Claiming and Managing Author Profiles

6.1 The Importance of an Author Profile

An author profile is your public identity in the digital publishing world. It acts as your online business card—showcasing your biography, photo, books, links, and sometimes even interviews or achievements.

When readers search your name, these profiles are often the first results they see. Therefore, keeping your author profiles consistent, verified, and complete is crucial to building credibility across the internet.

Whether you've published through a distributor or directly uploaded your eBook to different stores, most platforms allow authors to claim their official profile to ensure that their works are correctly attributed and professionally displayed.

6.2 Why You Should Claim Your Author Profiles

Claiming your profiles brings several important benefits:

1. Identity Verification: Ensures your books are linked to you—not someone with a similar name.

2. Professional Appearance: Readers, journalists, and platforms trust verified profiles more.

3. Marketing Opportunities: Many platforms offer extra promotional tools once you’re verified.

4. Centralized Management: You can edit your bio, update your photo, and add new releases easily.

5. Improved SEO: Claimed profiles often appear higher in Google Search results.

6.3 Major Author Profile Platforms and How to Claim Them

Let’s explore how to claim your profile on the most recognized eBook and literary platforms.

1. Amazon Author Central

Website: https://author.amazon.com

Amazon Author Central allows you to manage your profile across all Amazon stores.
Steps to claim:

1. Sign in with the same Amazon account you used to publish your book through Kindle Direct Publishing (KDP).

2. Search for your book using your name or ISBN.

3. Click “This is my book” to link it to your author account.

4. Add your biography, author photo, and social links.

Tip: Keep your name identical across all books to prevent duplication.

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2. Google Play Books Partner Center

Website: https://play.google.com/books/publish

While Google Play Books doesn’t offer a separate author page like Amazon, you can manage your profile and metadata through your publisher or distributor account. Your author name, bio, and description appear automatically when books are indexed on Google Books.

To improve visibility, ensure that:

Your author name matches your verified Google Knowledge Panel (if available).

Your metadata (bio, description) is correctly entered in your publisher account.

You have a consistent author photo across Google platforms.

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3. Goodreads Author Profile

Website: https://www.goodreads.com/author/program

Goodreads allows authors to engage directly with readers.
Steps to claim:

1. Create a Goodreads account (or sign in).

2. Search for one of your books in the Goodreads database.

3. Scroll down and click “Is this you? Let us know!” under the author name.

4. Submit your request for verification.

Once approved, you can:

Add a bio and profile image.

Link your website, blog, or social accounts.

Post updates, answer reader questions, or share upcoming book news.

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4. Apple Books for Authors

Website: https://authors.apple.com

Apple Books automatically generates author pages for published titles, but you can personalize and claim your profile through the Apple Books for Authors portal. You'll need an Apple ID and access to your published eBook metadata.

Once claimed, you can:

Track sales analytics.

Edit your biography.

Update author photos and promotional assets.

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5. BookBub Author Profile

Website: https://partners.bookbub.com

BookBub automatically lists authors once their books appear on major stores (Amazon, Apple, or Kobo).
To claim your profile:

1. Go to BookBub Partners and search for your name.

2. Click "Claim Author Profile."

3. Add a bio, links, and a professional photo.

Once verified, readers can follow you and receive notifications about new releases.

These profiles help Google and library systems recognize you as the same author across different works.

6.4 Tips for Managing Multiple Profiles

Once you've claimed your profiles, maintaining them consistently is key. Here's how:

Use one professional name (avoid variations like "John A. Writer" vs "John Writer").

Upload the same author photo across all platforms.

Keep your biography concise and consistent.

Add your website or landing page link wherever possible.

Regularly update your profiles with new releases or media appearances.

Pro Tip: Create a document listing all your author links and login credentials for easy management.

6.5 Connecting Author Profiles to Your Website and Knowledge Panel

To strengthen your professional presence:

1. Add verified platform links to your Google Knowledge Panel or website footer.

2. Ensure your site contains schema markup that identifies you as an author.

3. Keep your information synchronized across all platforms (same birth date, genre, and book list).

Consistency signals to search engines that you are a legitimate and verified public figure, improving your digital authority.

6.6 Summary

Claiming and maintaining your author profiles is a critical part of your publishing journey. It ensures that your work is properly attributed, helps readers find you easily, and builds a professional image across global platforms.

In the next chapter, we'll move into a crucial topic—ISBNs (International Standard Book Numbers)—and how they validate your book's authenticity and ownership.

Chapter 7: Understanding ISBN and Book Identification

7.1 What Is an ISBN?

An ISBN (International Standard Book Number) is a unique 13-digit identifier assigned to each book or eBook edition.
It functions as your book's digital fingerprint, allowing publishers, distributors, retailers, and libraries to track, list, and sell your work accurately across the world.

Every version of a book (such as paperback, hardcover, and eBook) requires its own unique ISBN. This helps retailers and databases differentiate formats and editions.

For example:

- eBook (EPUB format) → One ISBN
- Paperback → A different ISBN
- Hardcover → Another ISBN

Without an ISBN, your book might not appear in some databases or library catalogs, making it harder to discover and sell.

7.2 Why an ISBN Is Important

The ISBN system is more than a formality—it ensures professional legitimacy and global discoverability.

Here’s why it matters:

1. **Identification**: Confirms your book’s unique identity across platforms.

2. **Distribution**: Required by many retailers, distributors, and libraries.

3. **Cataloging**: Enables inclusion in global databases such as WorldCat and Google Books.

4. **Sales Tracking**: Helps distributors and retailers report accurate sales data.

5. **Professional Appearance**: Signals to readers and publishers that your book is official and properly registered.

Even for self-published authors, an ISBN enhances credibility and increases the chances of being indexed by search engines and library systems.

7.3 Where to Get an ISBN

Depending on your country, ISBNs are issued by national or regional agencies. Here’s how to obtain one:

United States: Bowker MyIdentifiers

United Kingdom: Nielsen ISBN Agency

Canada: Free through Library and Archives Canada

Australia: Thorpe-Bowker Identifier Services

India: Raja Rammohun Roy National Agency for ISBN

Bangladesh: Through the National Library of Bangladesh (ISBN Unit)

If your country isn’t listed, visit the International ISBN Agency website (https://isbn-international.org) to find your local provider.

 Tip: Some distributors like Draft2Digital or Smashwords offer free ISBNs. However, these may list the distributor as the publisher of record. If you want full publishing control, purchase your own ISBN.

7.4 How to Assign an ISBN to Your eBook

When registering your ISBN, you'll provide information such as:

- Book Title
- Author Name
- Publisher Name (can be your brand name)
- Language
- Publication Date
- Book Format (eBook, paperback, etc.)
- Genre or Subject Category

Once assigned, you can include the ISBN on:

- Your book's copyright page
- Back cover (for print versions)
- Metadata in your distributor or publishing dashboard

Make sure you use a different ISBN for each version of your book to prevent confusion.

7.5 ISBN and Metadata Integration

Your ISBN connects directly to your book’s metadata.
When retailers or databases index your ISBN, they pull related information such as your title, description, and author details.

That’s why consistency matters:

- Your author name, publisher name, and title should match across all platforms.
- Metadata errors can cause duplication or incorrect listings.

By maintaining accurate ISBN records, you ensure your book is properly linked to your author profiles, review platforms, and distribution channels.

7.6 Alternatives and Related Identifiers

While ISBN is the standard for books, several other identifiers support global cataloging:

- ISNI (International Standard Name Identifier): Identifies authors and creators.
- ISSN (International Standard Serial Number): Used for periodicals and magazines.
- DOI (Digital Object Identifier): Commonly used for academic works.

Together, these identifiers create a professional and trackable presence for your creative portfolio—especially if you write, compose music, or publish research.

7.7 Summary

An ISBN may seem like a simple number, but it’s the foundation of your book’s professional identity. It ensures discoverability, credibility, and accurate representation across global publishing systems.

Whether you obtain one independently or through your distributor, understanding how it works gives you control over your creative career.

Conclusion: Your Journey as an Independent Author

Congratulations!

You've reached the end of this educational guide.

By now, you've learned how to:

- Understand digital publishing and eBook formats.
- Distribute your work across multiple platforms.
- Register your eBook in global databases.
- Manage reviews and author profiles.
- Secure your ISBN for official recognition.

Becoming an independent author is both a creative and professional journey. Each chapter of this book has equipped you with practical tools to navigate the evolving digital publishing world confidently.

Always remember—success in publishing isn't just about writing a great book. It's about presenting, managing, and promoting it professionally.

Your story deserves to be shared, read, and remembered.
Keep learning, keep improving, and most importantly—keep writing.

Final Words

Publishing your eBook is not the end of your creative journey—it’s the beginning of your professional identity as an author.
The knowledge you’ve gained here will help you navigate every stage of the publishing process with confidence.

Keep learning.
Keep creating.
And above all—**AlwaysBeSmile**. 😊

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